

## ORDER



**Orders**  
**Order / Rev:** 6399748  
**Alt Order #:** 06399748  
**Product Desc:** TAMMY BALDWIN 4 SEN  
**Estimate:**  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 10/29/12 / 10/29/12  
**Order Type:** GENERAL

WDJT-TV-LP

**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency**  
**Name:** Shorr Johnson Magnus  
**Buying Contact:** Mike D'Ettorre  
**Billing Contact:**  
 1831 Chestnut St.  
 Philadelphia, PA 19103

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Poli/T Baldwin/D/Sen/WI  
**Demographic:** A35+  
**Product Codes:** PL Candidate  
**Priority:** P-2  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	33	\$21,450.00	\$18,232.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	33	\$21,450.00	\$18,232.50	0.00
<b>Totals</b>	<b>33</b>	<b>\$21,450.00</b>	<b>\$18,232.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	50%	\$21,450.00
Market	100%	\$42,900.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	23%	\$9,867.00
WITI	17%	\$7,293.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	10%	\$4,290.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	11/06/12	11/06/12	Morning News M-F 5a - 6M	5a - 6a		-2-----	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
				M-F 5a - 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-2-----		2				\$50.00		0.00			
E 2	WDJT	11/06/12	11/06/12	CBS Mning Nws M-F 7-9M	7a-9a		-2-----	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
				CBS This Morning M-F 7a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-2-----		2				\$50.00		0.00			

Order / Rev: 6399748  
 Alt Order #: 06399748  
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Poli/T Baldwin/D/Sen/WI  
 Product Desc: TAMMY BALDWIN 4 SEN  
 Estimate:

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/30/12	11/02/12	News at Noon News at Noon	CM	12p-1230p -TWTF--	:30	4	\$150.00	P-2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		4		\$150.00		0.00				
E 4	WDJT	11/05/12	11/05/12	News at Noon News at Noon	CM	12p-1230p 1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1		\$150.00		0.00				
E 5	WDJT	10/30/12	11/02/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p -TWTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		4		\$350.00		0.00				
E 6	WDJT	11/05/12	11/05/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p 1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1		\$350.00		0.00				
E 7	WDJT	10/30/12	11/04/12	M-F 5pm News M-F 5pm News	CM	5p-530p -TWTF--	:30	6	\$200.00	P-2	0.00	NM	5	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		6		\$200.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	5	WDJT	10/29/12-11/04/12	M-F 5pm News		5p-530p		-TWThF----	:30	(\$200.00)	0.00	NM		
		See MG 7.7												
	6	WDJT	10/29/12-11/04/12	M-F 5pm News		5p-530p		-TWThF----	:30	(\$200.00)	0.00	NM		
		See MG 7.7												
	7	WDJT	10/29/12-11/04/12	Sun 10-1030a		10a-1030a		-----Su	:30	\$400.00	0.00	NM		
		Ⓜ MG for 7.5,7.6												
E 8	WDJT	11/05/12	11/05/12	M-F 5pm News M-F 5pm News	CM	5p-530p 1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1		\$200.00		0.00				
E 9	WDJT	11/03/12	11/03/12	Sa 9p - 10p 48 Hours	CM	9p - 10p -----1-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1-		1		\$600.00		0.00				
E 10	WDJT	11/04/12	11/04/12	Su 6p - 7p 60 Minutes	CM	6p - 7p -----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1		1		\$3,000.00		0.00				
E 11	WDJT	11/04/12	11/04/12	Su 7p - 8p The Amazing Race	CM	7p - 8p -----1	:30	1	\$2,600.00	P-2	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1		1		\$2,600.00		0.00				
E 12	WDJT	11/04/12	11/04/12	Su 9p - 10p Mentalist	CM	9p-10p -----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1		1		\$2,500.00		0.00				
E 13	WDJT	11/04/12	11/04/12	Su 8p - 9p The Good Wife	CM	8p-9p -----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1		1		\$2,500.00		0.00				
E 14	WDJT	10/30/12	11/02/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p -TWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		4		\$200.00		0.00				
E 15	WDJT	11/05/12	11/05/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p 1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1		\$200.00		0.00				

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WDJT	11/05/12	11/05/12	Letterman 1035p-1135p	CM	1035p-1135p	1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
				Letterman 1035p-1135p											
E 16	WDJT	11/04/12	11/04/12	Inside Ed Wknd 1035-1105p	CM	1035p-1105p	-----1	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				Inside Ed Wknd 1035-1105p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----1		1		\$400.00		0.00					
E 17	WDJT	11/04/12	11/04/12	Packers Post-Game	CM	Various	-----2	:30	2	\$2,000.00	P-2	0.00	NM	1	\$4,000.00
				Packers Post-Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----2		2		\$2,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDJT	10/29/12-11/04/12		Packers Post-Game		Various	-----Su	:30		<del>(\$2,000.00)</del>		0.00	NM		
		See MG 17.3													
2	WDJT	10/29/12-11/04/12		Packers Post-Game		Various	-----Su	:30		<del>(\$2,000.00)</del>		0.00	NM		
		See MG 17.3													
3	WDJT	10/29/12-11/04/12		NFL Today		NFL Today	-----Su	:30		\$4,000.00		0.00	NM		
		Ⓜ MG for 17.1, 17.2													
E 18	WDJT	11/04/12	11/04/12	CBS Sunday Morning	CM	8a-930a	-----1	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----1		1		\$750.00		0.00					
													Totals	33	\$21,450.00